



If you were to pick a favourite amongst all the activities, I am sure most would opt for the shopping spree, because there simply cannot be anything second to the delight of the experience.

As good as it may sound, sometimes these non-stop purchases require us to hop around the entire city looking for the perfect piece. With excess traffic on the roads and unavailability of a well-rounded collection, we do tend to get frustrated often.

Here's where Aarong, the renowned fashion store of Bangladesh, comes in with their exclusive wedding collection to simplify our lives.

Yes! Aarong has it all and that too for everybody. A strict patron of deshi fabrics and produce, Aarong has been a renowned name in the fashion market of Bangladesh for quite a long time. Every year during special occasions customers flock this particular brand store in search for something different but close to their hearts and motherland. Foreigners also love visiting the Aarong stores, in search of little treasures that define 'Beautiful Bangladesh'.

#### THE EXCLUSIVE JAMDANI COLLECTION FOR WEDDING 2017

An addition to Aarong's accolades is the latest wedding collection in Jamdani. Speaking to the creative minds behind the exclusive collection, Star Lifestyle was able to get much insightful information.

Jamdani has always been a part of our heritage wear, so most might wonder regarding the exclusivity behind Aarong's latest collection.

"It is simply different, the weave count is high. The material is very soft and the zardozi work is simply amazing," reveals one designer.

Upon inspection we discovered that the Jamdani collection included truly exquisite

pieces; with matching blouses and dupattas, they looked unique and were poles apart from what is regularly available.

What particularly caught the eye were the unique motifs and the intelligent symmetry and placement of the patterns. Speaking to one designer, we were able to gather that the traditional motifs used over the exclusive Jamdani collection were hand-picked from Aarong's archive of rare ethnic motifs and took a minimum of 2 months to weave by the artisan weavers. The materials were super



fine, soft and luxurious zari had been used – signifying an authentic look that brides are usually looking for.

The marketing team at Aarong believes that people don't want to buy common wedding wear anymore, the all-too-familiar look that overpowers the bride and her personality. With, this exclusive collection, they believe the deshi bride's personality would be enhanced, making her stand out amongst the crowd.

#### OTHER WEDDING COLLECTIONS AT AARONG

While the wedding collection has been

developed in fiery combinations of maroon, red and orange; the reception collection sports a playful experimentation with magenta. The suggested jewellery for the elite collections are also unique; apparently entirely in silver. The principle idea behind the unique suggestion is to encourage consumers towards silver ornaments as a trendy alternative to traditional gold – providing them with a whole new different outlook.

Aarong also has an exclusive gold collection and gold plated collection to match with



the fashionable saris.

#### THE HOLUD COLLECTION

The holud collection showcases amazing colours like orange, magenta, parrot green etc to signify the colourfulness of the occasion. Matching dupatta and blouse are available for the brides; they can also opt for contrast blouses if they want a different look altogether. Suggested jewellery to go with the designs are pearls, gold-plated jewellery in unique craftsmanship.

#### WEDDING COLLECTION FOR THE GUESTS

Well! Not everybody is getting married them-

selves, there are a lot more who are worried about what to wear at their close-ones' ceremony and Aarong comes forward in solving their problems as well; offering classic Jamdanis in regal tones like pastels and off-white.

An entire collection has been developed in blue-purple theme in muslin and silk to meet the styling needs of the guests; that too in a mighty affordable range. That's not all, being a conclusive outlet; Aarong provides everything from matching bags, shoes and sandals – their metallic Kolapuri designs being an eye-catcher.

#### MEN'S WEDDING COLLECTION

The Men's sherwani have been developed to meet with the styling statement of their lady love; colours have been kept in mild tones, in contrast to the ladies; for e.g. if the bride picks a magenta Jamdani for her reception, the groom can easily opt for a teal sherwani and fashionable nagra to recreate the picture-perfect look.

Special kotis in natural silk are available for occasions like holud. Both light and detailed embroidery are available on the sherwani's based on the preference of the groom; uniformity has been maintained in the quality of the fabric used, which is comfortable and relaxed.

So, that's just a bird's eye view of the special wedding collection at Aarong. We are sure most of you would want to visit the stores once to look through the exclusive collection.

If everything gorgeous is available at once place – then why not?

Happy Wedding Shopping to you all!

By Fashion Police  
Photo courtesy: Aarong